



Boost Your Trade Fair Impact with the obligatory Media Package

Why is the obligatory Media Package important for my trade fair appearance?

Think of it as your digital handshake. The obligatory Media Package ensures your company stands out – online and on-site. Via the Media Package Manager (MPM), you craft a dynamic company profile that puts your offerings in front of the right eyes at the right time.

Where will my company be showcased?

Your profile shines across all key platforms:

- official event website
- Navigator App
- interactive hall plan (IGP)
- Content Hub (Messe Frankfurt's industry portal)
- official fair catalog

Your reach begins long before the fair and continues well after.

When do trade visitors start researching the fair?

Early birds catch the deals! Trade visitors start browsing and bookmarking exhibitors weeks before the event. A complete and visually engaging profile ensures you make it onto their watch list.

How can customers find me through the online product search?

A lot of visitors use the filter function in the exhibitor search to browse by product groups. If you list all relevant product groups in MPM, you'll be more visible to the exact audience searching for what you offer.

What's included in the obligatory Media Package?

Everything you need to make a strong impression:

- company name & contact details
- product groups
- compelling descriptions
- eye-catching visuals
- website & social media links
- direct contact person
- brochures & PDFs
- stand events

Why consider Add-ons?

Add-ons turbocharge your visibility:

- your logo: instant brand recognition
- teaser: grab attention with a catchy message
- extra product groups: appear in more searches
- press releases: reach trade media

What happens post-event?

Your profile stays online and you stay visible in the exhibitor search and Content Hub until the next event – generating leads and keeping your network active year-round.

Can I update my profile anytime?

Yes! You can update your content in MPM at any time – quickly and easily. That way, your info is always current.

How do I track my performance?

Your personal MPM dashboard gives you real-time insights into profile views – track engagement and fine-tune your content.

How do I get started?

Access MPM here:

<https://mediapackage.messefrankfurt.com/>

Note: Only the main contact person listed during your event registration can log in at first. They can then assign a substitute in the MPM.

Need help?

Our MPM support team is just a call away:
+49 69 7575-5090

Our pro tip for you

Investing time into your obligatory Media Package pays off. A standout profile means better visibility, stronger leads, and more meaningful connections – before, during, and after the trade fair.